



Rick Scott <rick.scott@lacity.org>

SP II

3 messages

Rick Scott <rick.scott@lacity.org>

Fri, Apr 10, 2015 at 3:15 PM

To: Tara Devine <tara@devine-strategies.com>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>, Dennis Rader <dennis.rader@lacity.org>

Tara,

Please submit the final MDP and ER documents for the SP II BID for review as soon as you can. It's getting very late for us to go to Council and have a new BID formation submitted to the County for placement on the 2016 tax rolls.

Thank you.

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Rick Scott
Neighborhood and Business Improvement District Division
Office of the City Clerk
213.978.1121 direct
213.978.1099 main
Fax 213.978.1130
Rick.Scott@lacity.org

Tara Devine <tara@devine-strategies.com>

Fri, Apr 10, 2015 at 3:29 PM

To: Rick Scott <rick.scott@lacity.org>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>, Dennis Rader <dennis.rader@lacity.org>

I will forward your email to Ed with your blessing. I wrote up your comments for him and emailed them to him very late on March 25th (the same day we had our review call.) I completed all of my MDP edits that night as well, excepting the portions that are directly cut-and-pasted from his ER and require his updates.

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I know he also currently has the Venice dbase and MDP on his plate, as well as Central Avenue, and he's alluded to quite a few others.

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Warmest regards,

TARA DEVINE
DEVINE STRATEGIES
621 S. Spring St., PH1202
Los Angeles, CA 90014
310.430.5121
tara@devine-strategies.com

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Tara Devine <tara@devine-strategies.com>

Fri, Apr 10, 2015 at 3:35 PM

To: Rick Scott <rick.scott@lacity.org>

P.S. Ed hasn't spoken of Diane in the last month or so, but I got the impression in February that things were bad and heading downhill. I don't know the current status, but as his replies to emails have dropped off significantly (no/slow responses) I wonder. His replies over the last couple of weeks are fewer and often take several days, whereas usually I would hear back from him in the same day, or perhaps the following.

I didn't know if Rosemary or Dennis were aware, so I just sent this P.S. to you.

Warmest regards,

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SPII: Petition-ready MDP and ER

2 messages

Tara Devine <tara@devine-strategies.com>

Sun, Apr 12, 2015 at 3:04 PM

To: Rick Scott <rick.scott@lacity.org>

Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>, Dennis Rader <dennis.rader@lacity.org>, Miranda Paster <Miranda.Paster@lacity.org>

Ed was able to do his updates Friday evening, and I incorporated his relevant updates into the MDP today. Attached please find the SPII MDP and ER, which we hope incorporates all the latest feedback we received. Both docs bear the same date of 4/13/15.

Ed and I opted to use the term "mixed use" rather than "commercial residential" as suggested in our last review. We thought the latter term would be very confusing to many readers. This is in reference to assessable R4 and R5 parcels. (SPII currently has no true residential uses on its R4/R5 parcels; it has two apartment buildings, both on C-zoned land.)

If you see anything else, please let us know. Our SPII Steering Committee meets this Wednesday, and we expect to do our petition mailing sometime next week. On behalf of the Steering Committee, I'd like to thank you all for your review and assistance on SPII!

Warmest regards,
Tara

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Rick.Scott@lacity.org

2 attachments

 **SP II BID Formation ER v1.3 4-13-15.pdf**
1154K

 **2015.04.13 SPII MDP petition ready.pdf**
1037K

Rick Scott <rick.scott@lacity.org>

Mon, Apr 13, 2015 at 6:28 AM

To: Tara Devine <tara@devine-strategies.com>Cc: Rosemary Hinkson <rosemary.hinkson@lacity.org>, Dennis Rader <dennis.rader@lacity.org>, Miranda Paster <Miranda.Paster@lacity.org>

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Rick Scott <rick.scott@lacity.org>

Will call shortly

4 messages

Tara Devine <tara@devine-strategies.com>
To: Rick Scott <Rick.Scott@lacity.org>

Tue, Apr 14, 2015 at 10:57 AM

Just wrapping up a SPII Steering Committee Meeting and will call you in about 20 min.

Rick Scott <rick.scott@lacity.org>
To: Tara Devine <tara@devine-strategies.com>

Tue, Apr 14, 2015 at 11:01 AM

That's the subject.

On Tue, Apr 14, 2015 at 10:57 AM, Tara Devine <tara@devine-strategies.com> wrote:

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Tara Devine <tara@devine-strategies.com>
To: Rick Scott <rick.scott@lacity.org>

Tue, Apr 14, 2015 at 11:08 AM

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Rick Scott <rick.scott@lacity.org>
To: Tara Devine <tara@devine-strategies.com>

Tue, Apr 14, 2015 at 11:09 AM

as always..., fifty-fifty.

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Petition

3 messages

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Tue, Apr 14, 2015 at 3:31 PM

To: Rick Scott <Rick.Scott@lacity.org>

While it did not convert from PDF to Word (the whole thing went haywire - content and formatting,) I did find the petition in Word format from LA Fashion District's last petition drive. It is almost identical to what you sent. With very, very minimal editing, I can make it identical.

Attached is the LA Fashion Version used in 2013.

Warmest regards,

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 **BID5.petition template.doc**
36K

Rick Scott <rick.scott@lacity.org>

Tue, Apr 14, 2015 at 3:38 PM

To: Tara Devine <tara@devine-strategies.com>

use this

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 **Template - Petition (NEW - MAY 2012).docx**
18K

Tara Devine <tara@devine-strategies.com>
To: Rick Scott <rick.scott@lacity.org>

Tue, Apr 14, 2015 at 3:42 PM

Thank you!!

On Tue, Apr 14, 2015 at 3:38 PM, Rick Scott <rick.scott@lacity.org> wrote:
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Re: Property owner update: SPII

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To: Dennis Rader <dennis.rader@lacity.org>
Cc: Rick Scott <Rick.Scott@lacity.org>

Tue, Apr 14, 2015 at 4:45 PM

Yes. I'm cc-ing Rick now to close the loop. If I understood him correctly when I spoke to him earlier today (and he can holler at me if I didn't :) he indicated that if we weren't able to confirm/verify the new owner info prior to ballot, then we would have to seek permission from Miranda to mail a duplicate ballot to the corrected owner, because you would be obliged to send it to the owner of record regardless of accuracy. While we can make that appeal to Miranda if necessary, Rick suggested I touch base with you, so I sent you the information below to find out if there is any way we can take care of it in advance. The property owner is not certain what forwarding measures are or are not in effect, but would prefer to avoid the confusion of duplicative ballots filtering in to god-knows-where, god-knows-when, assuming they ever arrived, which they might not :)

If we can get in front of this now in any way, we'd love to! We can request additional proof of ownership if that will assist - if so, let me know what the office considers suitable. Thanks!

On Tue, Apr 14, 2015 at 4:28 PM, Dennis Rader <dennis.rader@lacity.org> wrote:

Hi Tara, we always check the County records for any updates before the ballots go out, but of course it always helps a lot if we have foreknowledge of any ownership updates.

Also, the County can take a while to post their updates, so documented ownership changes can be VERY helpful.

If I'm interpreting correctly, at the appropriate time you'd like us to send ballots to an address other than those posted in the County record? That would be a Rick question, he'll have to give you an answer regarding that.

On Tue, Apr 14, 2015 at 4:18 PM, Tara Devine <tara@devine-strategies.com> wrote:

Dear Dennis:

As we go to petition on South Park II, we are getting some updates on our property owner information.

One of our large property owners/Steering Committee members has since purchased additional property, moved their offices, AND merged with another firm.

Urban Partners bought up several properties that were owned by MERCO (Richard Meruelo) and/or EVOQ (the company that bought out Meruelo Maddux) AND also merged with Mack Real Estate Group. They renamed their firm Mack Urban AND also relocated their offices from the Bradbury Building on Broadway to 1150 S. Olive in South Park.

Here's the new company's website, which attests to what I've said above (please see 2nd-to-last paragraph.)

<http://www.mackurban.com/about/>

Rick suggested that I share this with you now to see if we can officially update these parcels before balloting. I have already updated them in my database. I am color-coding any parcels we receive updated owner or mailing address information for, so that I can give you a list of them at any point. Attached is the database, which is identical to our final (March 3rd version) excepting ownership updates. The updated entries are in yellow - all the same owner.

I've also attached a PDF directly from the property owner attesting to which parcels they own and asking for the contact information to be updated. The LA office will personally route the petitions/ballots to Robert Mack in NY, who is the person authorized to sign.

Let me know how we can best handle or what else you might need. We'd like to make the change sooner rather than later so the ballots go to the right place instead of being scattered to two or more out of date addresses.

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Dennis Rader
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Wed, Apr 15, 2015 at 6:44 AM

Once the balloting has commenced by mailing to the owner of record as required by state law, a property owner can contact our office and ask for a replacement ballot to be sent to a different address or even inform us of parcel ownership changes. We will send the property owner a 'REPLACEMENT LOST BALLOT AFFIDAVIT' which they can fill out, sign and return to our office and if everything is in order a replacement, duplicate or updated ballot will be sent out. These transactions are documented in the same way return mail is handled allowing us to have a complete record what was done and why and where items were mailed.

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Yes. I'm cc-ing Rick now to close the loop. If I understood him correctly when I spoke to him earlier today (and he can holler at me if I didn't :) he indicated that if we weren't able to confirm/verify the new owner info prior to ballot, then we would have to seek permission from Miranda to mail a duplicate ballot to the corrected owner, because you would be obliged to send it to the owner of record regardless of accuracy. While we can make that appeal to Miranda if necessary, Rick suggested I touch base with you, so I sent you the information below to find out if there is any way we can take care of it in advance. The property owner is not certain what forwarding measures are or are not in effect, but would prefer to avoid the confusion of duplicative ballots filtering in to god-knows-where, god-knows-when, assuming they ever arrived, which they might not :)

If we can get in front of this now in any way, we'd love to! We can request additional proof of ownership if that will assist - if so, let me know what the office considers suitable. Thanks!

On Tue, Apr 14, 2015 at 4:28 PM, Dennis Rader <dennis.rader@lacity.org> wrote:

Hi Tara, we always check the County records for any updates before the ballots go out, but of course it always helps a lot if we have foreknowledge of any ownership updates.

Also, the County can take a while to post their updates, so documented ownership changes can be VERY helpful.

If I'm interpreting correctly, at the appropriate time you'd like us to send ballots to an address other than those posted in the County record? That would be a Rick question, he'll have to give you an answer regarding that.

On Tue, Apr 14, 2015 at 4:18 PM, Tara Devine <tara@devine-strategies.com> wrote:

Dear Dennis:

As we go to petition on South Park II, we are getting some updates on our property owner information.

One of our large property owners/Steering Committee members has since purchased additional property, moved their offices, AND merged with another firm.

Urban Partners bought up several properties that were owned by MERCO (Richard Meruelo) and/or EVOQ (the company that bought out Meruelo Maddux) AND also merged with Mack Real Estate Group. They renamed their firm Mack Urban AND also relocated their offices from the Bradbury Building on Broadway to 1150 S. Olive in South Park.

Here's the new company's website, which attests to what I've said above (please see 2nd-to-last paragraph.)
<http://www.mackurban.com/about/>

Rick suggested that I share this with you now to see if we can officially update these parcels before balloting. I have already updated them in my database. I am color-coding any parcels we receive updated owner or mailing address information for, so that I can give you a list of them at any point. Attached is the database, which is identical to our final (March 3rd version) excepting ownership updates. The updated entries are in yellow - all the same owner.

I've also attached a PDF directly from the property owner attesting to which parcels they own and asking for the contact information to be updated. The LA office will personally route the petitions/ballots to Robert Mack in NY, who is the person authorized to sign.

Let me know how we can best handle or what else you might need. We'd like to make the change sooner rather than later so the ballots go to the right place instead of being scattered to two or more out of date addresses.

Thanks!

Warmest regards,

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